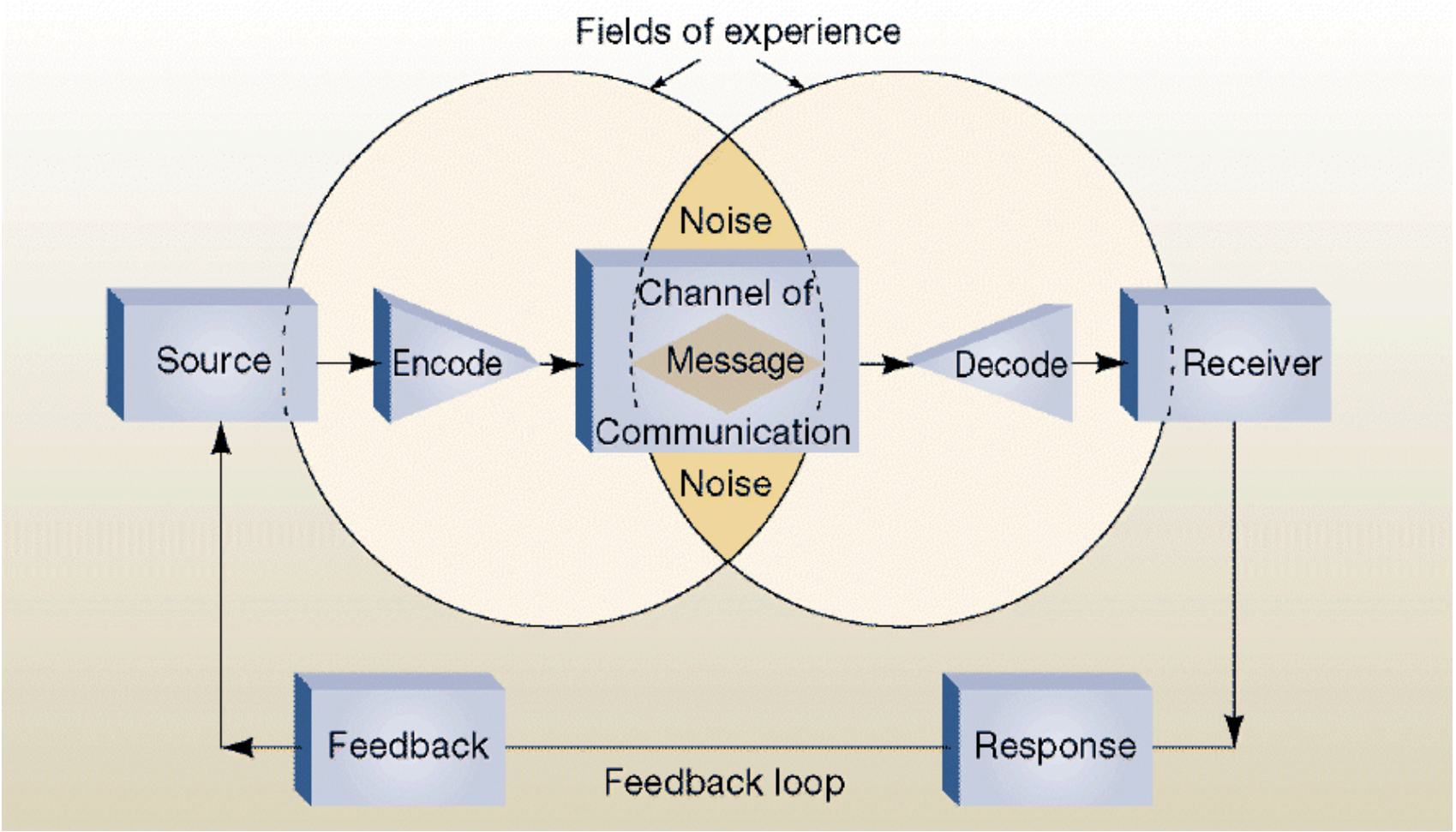
Let's Get Social

Engaging Your Community

Definition of Public Relations

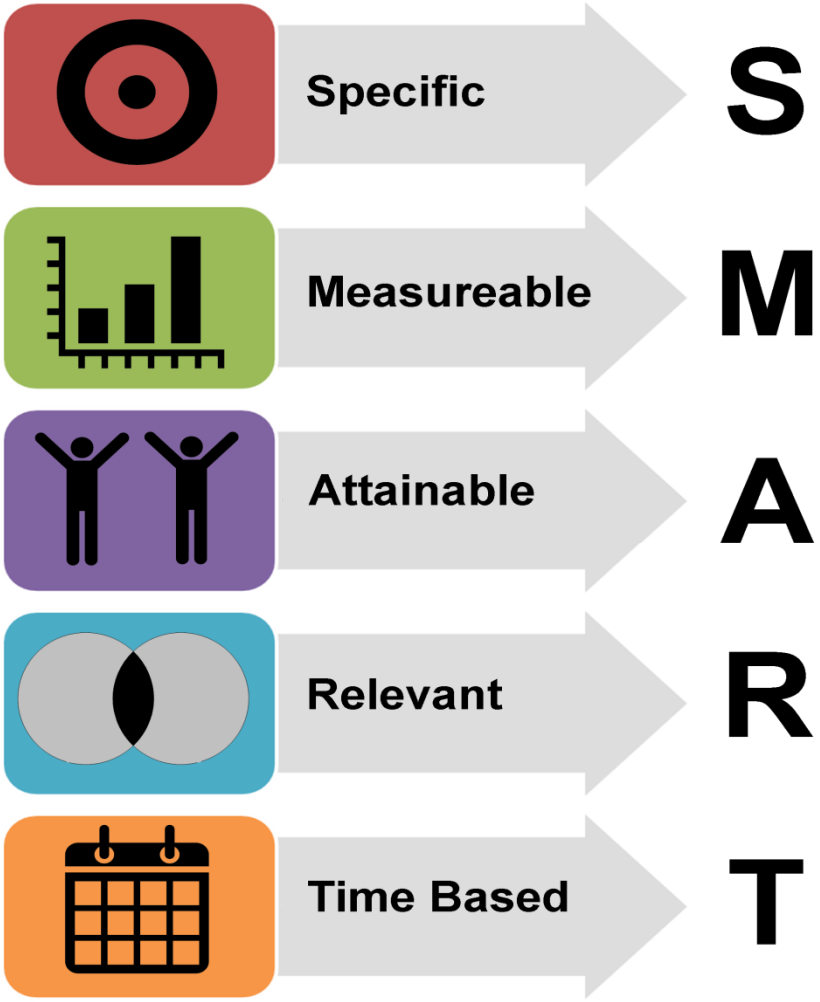
Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.

Communications o el



u lic Engagement et o s

Setting Goals and Objectives



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